

Rambling with Ruthie

Fri. 2-3

1. I'll build a stairway to Paradise - Georges
An American in Paris - band 3 Gletary
2. The most beautiful girl in the world } side 1
It might as well be spring } band 2
3. Music of Richard Rodgers
I want to be evil - band 1 - That bad Eartha
4. Pal Joey - I could write a book - side 1,
band 3
5. Time on my hands - Jack Gleason side 2, band 6
Music, Martinis & Memories
6. 'S Wonderful - American in Paris side 1, b. 1
7. Blue Moon - Rich. Rodgers side 1, band 5
8. Smoke gets in your eyes - Eartha Kitt
band 1
9. Yesterdays - side 1, band 5
Music, M. + M. Jack Gleason
10. Let's do it - Eartha Kitt
11. In our little den of iniquity Pal Joey
side 2, band 4
12. I Got Rhythm - American in Paris
Gene Kelly & Kids Chorus [side 1, band 4]
13. Cruising down the River

Sincerely

S T U D E N T S ! M A K E \$25.00

WRITE A LUCKY STRIKE JINGLE!

Here's your chance to make yourself \$25. Just write a 4-line Lucky Strike jingle, based on the fact that Luckies are made better to taste better.*

Then, if we select your jingle, we'll pay you for the right to use it, together with your name, in Lucky Strike advertising.

Here are some sample jingles:

I've heard the same in every class -
In history, psych, and ec -
For cleaner, fresher, smoother smokes,
It's Lucky Strike, by heck!

I like a better-tasting smoke
And mildness counts with me.
So when I buy I keep in mind
That L.S./M.F.T!

Study these sample jingles. Then get the gang together, break out the rhyming dictionary, and start writing. It's fun!

Hint - if you can sing your jingle, it's a good one!

Hint - the more jingles you write, the more money you have a chance of making.

Hint - be sure to read all the instructions!

HERE ARE THE INSTRUCTIONS

1. Write your Lucky Strike jingle on a plain piece of paper or post card and send it to Happy-Go-Lucky, P. O. Box 83, New York 46, N. Y. Be sure that your name, address, college and class are included - and that they are legible.
2. Base your jingle on any qualities of Luckies. "Luckies are made better to taste better," is only one. (See "Tips to money-makers.")
3. Every student of any college, university or post-graduate school may submit jingles.
4. You may submit as many jingles as you like. Remember, you are eligible to earn more than one \$25 award.

*TIPS TO MONEY-MAKERS

To write a winning Lucky Strike jingle, you're not limited to "Luckies are made better to taste better." Use any other sales points on Lucky Strike such as the following:

L.S./M.F.T.

Lucky Strike means fine tobacco
Luckies' cigarette-tearing demonstration
Luckies taste cleaner, fresher, smoother
Be Happy — Go Lucky
So round, so firm, so fully packed
So free and easy on the draw
Buy Luckies by the carton
Luckies give you deep-down smoking
enjoyment

Yes, for more real, deep-down smoking enjoyment,
Be Happy — Go Lucky! Make your next carton

LUCKY STRIKE!

The American Tobacco Company